

OFFICE OF UNIVERSITY RELATIONS • WASHINGTON, D.C. 20052 • (202)994-6460

FOR IMMEDIATE RELEASE
September 2, 1997

CONTACT: Bob Ludwig
(202) 994-1423

**MARVIN KALB TO EXPLORE JOURNALISM ETHICS IN BROADCAST SERIES
CO-SPONSORED BY THE NATIONAL PRESS CLUB AND GW**

**CBS Radio Network and NewsChannel 8 Among Media Set to Air Forums Featuring
News Executives, Journalists, Political Leaders, Scholars and Critics**

WASHINGTON -- Marvin Kalb, former CBS chief diplomatic correspondent, Harvard professor and a distinguished visiting scholar at The George Washington University, will explore journalism ethics in a four-part series co-sponsored by the National Press Club and the GW School of Media and Public Affairs. *"The Kalb Report: Ethics in Journalism,"* will be distributed by the CBS Radio Network and cablecast by NewsChannel 8 in Washington, D.C. The forums are also open to other media coverage.

"It has been said that journalism is in a state of crisis," said Kalb. "While that may be something of an overstatement, it is facing many serious problems--most importantly, a loss in public regard and respect. Questions have arisen about the use of hidden cameras and microphones, about lying in pursuit of a story, about sensationalizing to win an audience, about non-stop negativity in news coverage--in other words, about the ethics of a craft under fire, a sentinel under siege. We intend for our series to address the tough questions in a fair and substantive way and maybe shed some light and encourage a new look at the old and treasured concept of a free, vibrant and happily contentious press."

Each forum will be presented before a live audience of working journalists and GW students in the ballroom of the National Press Club. **The first two programs are scheduled for the evenings of September 26 and November 14, 1997 (8:00-9:00 p.m.).** The third and fourth forums will be scheduled for Spring 1998.

GW and the National Press Club have produced 14 programs in *"The Kalb Report"* series over the past three years. The initial nine-program season explored "Public Policy and the Press" with specific topics that included "talk show democracy" and "covering the private lives of public officials." The second season focused on the 1996 presidential campaign with the final forum presented before some 600 news executives attending the 1996 Radio-Television News Directors Association convention in Los Angeles.

Guests on previous programs have included Haley Barbour, Ralph Begleiter, Tony Blankley, David Broder, Eleanor Clift, Linda DiVall, Christopher Dodd, Sam Donaldson, Frank Fahrenkopf, Meg Greenfield, Richard Harwood, Gwen Ifill, Jesse Jackson, Bernard Kalb, Paul Kirk, Gil Klein, William Kristol, Ann Lewis, G. Gordon Liddy, Richard Lugar, Frank Luntz, Frank Mankiewicz, George McGovern, Mary McGrory, John McWethy, Susan Page, Kevin Phillips, Wesley Pruden, Steve Roberts, Tom Rosenstiel, Robert Ruben, Bob Schieffer, Daniel Schorr, Donna Shalala, Bernard Shaw, Alan Simpson, Helen Thomas, Nina Totenberg, Stephen Joel Trachtenberg and Lowell Weicker.

Over a distinguished 30-year broadcast career Marvin Kalb served as chief diplomatic correspondent for CBS News and NBC News and as moderator of "Meet the Press." Among his many honors are two Peabody Awards, the DuPont Prize from Columbia University and more than a half-dozen Overseas Press Club awards.

Since 1987, Kalb has been director of the Joan Shorenstein Center on the Press, Politics and Public Policy and the Edward R. Murrow Professor of Press and Public Policy at Harvard University. He established "The Kalb Report" series as a visiting professor at GW in 1994-95.

The broadcast director for *"The Kalb Report"* series is CBS veteran Robert Vitarelli. GW's Bob Ludwig and Audra Garling are producers and GW students Heather Clapp and Jennie Josephson assist with the forums. Former National Press Club President Gil Klein of Media General Newspapers coordinates the partnership on behalf of the NPC. The executive producers of the series are Marvin Kalb and Michael Freedman, GW director of Public Affairs.

The 4,500-member National Press Club is located atop the National Press Building at the corner of 14th and F streets in Northwest Washington. The leading gathering place in the nation's capital for reporters and newsmakers, the 89-year-old NPC is the largest press club in the world run by working journalists.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year, GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.

**For information about the program or to arrange coverage, please call
Bob Ludwig in GW's Office of Public Affairs at (202) 994-1423.**

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the GW Online Media Guide at <http://www.media.gwu.edu>**

FOR IMMEDIATE RELEASE
September 3, 1997

CONTACT: Bob Ludwig
(202) 994-1423

**CNN INTERNATIONAL PRESIDENT EASON JORDAN TO KEYNOTE GW-SPONSORED
BREAKFAST AT RTNDA CONFERENCE IN NEW ORLEANS SEPT. 19**

**Network Executive to Discuss Trip to North Korea, CNN's Role in Global Broadcasting
and the Rights and Responsibilities of the Press**

WASHINGTON -- Eason Jordan, recently named president of international networks and global newsgathering for CNN, will be the featured speaker at the Radio-Television News Directors Association International Breakfast sponsored by The George Washington University. The breakfast, part of the RTNDA's annual conference, will take place on Friday, September 19, from 8:00 a.m. to 9:15 a.m. at the New Orleans Convention Center.

Jordan will discuss CNN's expanding role in global broadcasting and the rights and responsibilities of the press in covering international affairs. He will also share details of his recent trip to North Korea, where, as an invited guest of the North Korean government, he was able to witness first-hand the worsening drought and famine there. Using a video camera four inches long by three inches wide, Jordan filed reports and provided live shots for CNN documenting the dire circumstances facing that country.

Jordan travels around the world as both a CNN executive and a working journalist. In addition to last month's trip to North Korea, Jordan has traveled to several dozen nations, including Bangladesh, Bosnia, China, Cuba, El Salvador, the Gaza Strip, Guatemala, India, Indonesia, Iraq, Israel, Jordan, Kenya, Nicaragua, Pakistan, Russia, Somalia, South Africa, South Korea, Syria, Thailand, Tunisia, Turkey and the West Bank.

A member of CNN's executive committee, Jordan oversees CNN's worldwide news coverage; CNN International, the world's only global TV news network; CNN en Español, CNN's 24-hour Spanish-language broadcast to Latin America and the Caribbean; and CNN's international relations.

Jordan has managed CNN's international news gathering and operations during the News Group's most rapid period of international growth. Under his leadership, the News Group has opened bureaus in Buenos Aires, Havana and Lebanon; launched CNN en Español, the News Group's first 24-hour news network in a language other than English; and witnessed dramatic expansion of CNN International to more than 110 million households in more than 210 countries and territories.

His accomplishments include overseeing CNN's coverage of the Gulf War; the U.S.-led interventions in Haiti, Somalia, Panama and Grenada; the collapse of Communism in the Soviet Union and Eastern Europe; the war in former Yugoslavia; and the crackdown in Tianamen Square.

Jordan is the recipient of three Emmy awards, three Peabody Awards, four CableACE awards, the New York Film and TV Festival Award, the National Headliner Award, the duPont Award, the World Hunger Media Award and the Livingston Award.

Jordan joined CNN in 1982 as an assistant national desk assignment editor. He moved to the international assignment desk in late 1982, helping oversee CNN's coverage of the Falklands War and the Israeli invasion of Lebanon. He was appointed to direct CNN's international news coverage in 1989 and, in 1995, took on the added responsibility of overseeing the CNN International television network. From 1995 until August of 1997, Jordan was CNN's executive vice president of newsgathering and international networks.

Before joining CNN, Jordan worked as an assignment editor at WXLA-TV in Atlanta and as a radio news correspondent for WGIG and WSBI in Brunswick, GA. He studied journalism at Georgia State University.

Jordan will be introduced at the International Breakfast by Michael Freedman, director of public affairs at GW and a past president of the RTNDA Washington, D.C. Area Chapter.

The George Washington University sponsors the International Breakfast in an effort to foster a better understanding of global journalism and the responsibilities of the press in this fast-changing environment. Previous speakers have included Israeli statesman Abba Eban, Sen. George McGovern and Bernard Kalb, former State Department spokesman and CBS diplomatic correspondent and host of CNN's Reliable Sources.

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FOR IMMEDIATE RELEASE

September 5, 1997

MEDIA CONTACT: Audra Garling
(202) 994-6467 or Wayne Lynch
(703) 912-5339

**GW TO PARTNER WITH NEWSCHANNEL 8 ON YEAR-LONG NEWS PROJECT
REMEMBERING 1968 AND EXPLORING ITS IMPACT ON HISTORY**

GW Faculty, Staff and Students to Support "68/98 The Journey"

Washington -- As the century draws to a close, The George Washington University and NewsChannel 8 remember one of its most turbulent years: 1968. GW and NewsChannel 8, Washington's only 24-hour local cable news service, have partnered to produce "68/98 The Journey," a year-long news project which chronicles the evolution of the nation 30 years after a year filled with war, assassination, protest and dramatic social change.

With support from GW's University Archives, faculty, staff and students, NewsChannel 8 will profile 68 people from all walks of life and from all over the country whose lives were changed forever by the incredible events of 1968. Using their stories as the centerpiece, NewsChannel 8 will produce 98 feature stories on those people and four quarterly primetime specials. Research for the project is underway and the first stories will air New Year's Day, 1998.

"This project will allow us to reflect on the past, assess the present and look ahead to the future through the eyes of those people whose stories we tell," said John Hillis, president and chief executive officer of NewsChannel 8.

"We are thrilled to again be partnering with GW," said Wayne Lynch, vice president of news and programming at NewsChannel 8. "Our collaborations have enhanced our commitment to community-based news and programming."

"68/98 The Journey" will be coordinated by Karen Shook, former D.C. School Board of Education president and former WJLA-TV, PBS and WMAR-TV producer. "Karen Shook is the perfect person to help manage this project," said Lynch. "She is D.C. born and raised, was a college student during that turbulent year of 1968, is extremely knowledgeable about D.C. and the region, has superior civic and community connections through her work on the school board and has top-notch television production experience."

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at <http://www.media.gwu.edu>.**

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FOR IMMEDIATE RELEASE

September 10, 1997

MEDIA CONTACT: Audra Garling

(202) 994-6467

GW TO HOST DEMOCRATIC INVENTION SERIES

Monthly lecture series kicks-off with "George Washington and the Founding of American Democracy" on Sept. 15

EVENT: "George Washington and the Founding of American Democracy," a lecture by Seymour Martin Lipset, Hazel Professor of Public Policy at George Mason University and senior fellow at the Hoover Institution. The Democratic Invention, a monthly lecture series will explore the nature and prospects of democracy. Hosted by The George Washington University, this program is co-sponsored by the National Endowment for Democracy's International Forum for Democratic Studies, the Mário Soares Foundation and the Luso-American Development Foundation, and honors Portugal's role in initiating the contemporary wave of democratic transitions.

WHEN: **Monday, September 15, 1997**
5:30 p.m. Reception; 6-7:15 p.m. Lecture

Additional Fall Schedule:
Monday, October 6, 1997
"Democratic Remedies for Democratic Disorders," a discussion by Gertrude Himmelfarb, professor emeritus of history, Graduate School of the CUNY

Monday, November 3, 1997
"Democracy and Utopia," a discussion in memory of the late François Furet, Institut Raymond Aron, École des Hautes Études en Sciences Sociales, France

Monday, December 8, 1997
"Postcommunism and Democracy in Central Europe," a discussion by Bronislaw Geremek, member of Parliament, Union for Freedom, Poland

WHERE: The George Washington University Club
Marvin Center, 3rd floor, 800 21st Street, NW

**For more information, please contact Audra Garling in GW's
Office of Public Affairs at (202) 994-6467.**

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Office of Special Collections
Gelman Library, 00000

Dave Anderson
CAMPUS MAIL

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FOR IMMEDIATE RELEASE
September 11, 1997

CONTACT: ALEXA KIM
(202) 994-3087

**** MEDIA ADVISORY ****

**ESTABLISHMENT OF ENDOWED CHAIR OF EVENTS MANAGEMENT AT
THE GEORGE WASHINGTON UNIVERSITY TO BE ANNOUNCED AT GALA**

Inaugural Gala to Celebrate Events Industry Leaders in High Style

EVENT: "An Inaugural Gala for Excellence in the Events Industry," a black-tie event establishing an endowed chair in Event Management at The George Washington University. The gala will honor Washington leaders of the events industry: Louise Lynch, Chairman and C.E.O. of Courtesy Associates and Earl C. Hargrove, Jr., President of Hargrove, Inc.

WHEN: **Tuesday, September 30, 1997**
6 p.m. V.I.P. Reception
7 p.m. Gala

WHERE: The Corcoran Gallery of Art
500 17th Street, NW
Washington, D.C.

BACKGROUND:

Events help define Washington, D.C.'s political, economic and social landscape. Whether it is the Presidential Inauguration, Fourth of July, or the many charitable benefits that occur all over the nation's capital, the events industry touches all industries and is growing at a rate of over \$1 billion a year. **The Inaugural Gala for Excellence in the Events Industry** is a declaration of the dynamism and maturity of Event Management as a true discipline and a celebration of Washington, D.C. The endowed chair in Event Management at The George Washington University, which is home to the internationally-renowned educational model program for Event Management, will also be announced at the event.

Media wishing to cover this event should contact Kenny Fried (202) 296-6341.

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FOR IMMEDIATE RELEASE
September 12, 1997

CONTACT: Karen Sibert
202/994-9023

**JAPAN'S FIRST LADY KUMIKO HASHIMOTO LEADS DELEGATION
PARTICIPATING IN PEACE LINKS EXCHANGE WORKSHOP AT GW SEPT. 15**

**Japanese Delegation and U.S. Congressional Wives Will Explore
Common Issues During Week-Long Stay in D.C.**

WHAT: A workshop entitled "Focus on Health in Our Aging Societies" sponsored by Peace Links Japanese/American Exchange in cooperation with The George Washington University.

The seven members of the Japanese delegation are:

Mrs. Kumiko Hashimoto, First Lady of Japan

Mrs. Mariko Hayashi, wife of ten-term Diet Member Yoshiro Hayashi

Mrs. Keiko Kosugi, wife of Diet Member Takashi Kosugi

Mrs. Harumi Nakayama, wife of Diet Member Masaaki Nakayama

Mrs. Chieko Shiozaki, a leading Japanese scholar, professor and college president. Her husband is a member of the Diet.

Ms. Taki Kato, leader of the women's movement in Japan

Ms. Shizuyo Sato, chief executive director of the Institute of Cultural Affairs

GW President Stephen Joel Trachtenberg will bring greetings. Featured speakers are: **Phyllis Greenberger** (MSW), executive director of the Society for the Advancement of Women's Health Research; **Freida Lewis-Hall** (M.D.), chair of the Pharmaceutical Research and Manufacturers of America's Women's Issues Working Group; and **Sandra Raymond**, executive director, National Osteoporosis Foundation.

WHEN: Monday, September 15, 1997
9:15 a.m. - Noon

WHERE: The George Washington University
Marvin Center, Elliott Room
800 21st Street, NW
Washington, D.C.

Background:

Peace Links is a national nonprofit organization founded in 1982 by Betty Bumpers, wife of Sen. Dale Bumpers (D.-Ark.). This network of American women (including 200 Congressional spouses) is working to build better understandings among women around the globe. The Japanese/American Exchange is the group's first effort in Asia designed to create opportunities for sharing information about culture, history and institutions in Japan and the United States. During the course of the delegation's week-long visit to Washington, the women will be discussing such common concerns as health in an aging society, women in the workplace, crime prevention and conflict resolution and education. Meetings are scheduled with First Lady Hillary Rodham Clinton, Tipper Gore and Attorney General Janet Reno as well as representatives from the Justice Department, Department of State and the Supreme Court.

**MEDIA INTERESTED IN COVERING GW WORKSHOP SHOULD CONTACT
KAREN SIBERT IN GW'S PUBLIC AFFAIRS OFFICE AT 202/994-9023.**

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FOR IMMEDIATE RELEASE
September 15, 1997

MEDIA CONTACT: Audra Garling
(202) 994-6467

**COMMISSION ON PRESIDENTIAL DEBATES TEAMS WITH GW
TO BEGIN PLANNING FOR YEAR 2000**

**October 20-21 event to assess format, coverage of presidential
candidates, voter education and candidate perspectives**

Washington -- The Commission on Presidential Debates will conduct a two day symposium at The George Washington University on October 20 and 21 to begin preparations for the presidential debates in the year 2000. The forum, co-sponsored by GW's Graduate School of Political Management and School of Media and Public Affairs, will take place at the GW Marvin Center, 800 21st Street, NW. This two day event will bring together members of the Commission on Presidential Debates, media, campaigns, public and debate-site representatives to examine coverage of presidential candidates, debate formats, voter education and various perspectives held by candidates, the public and the media.

"Presidential debates have become the signal event in educating the public about the choices they face each election year," said GW President Stephen Joel Trachtenberg. "As such, it is important to learn from each cycle, and to discuss how these educational forums might be enhanced, especially as we enter a new millennium. The University has an obvious role to play in assisting and participating in that discussion. GW is honored to have been selected as host site for the 1997 symposium."

Commission on Presidential Debates co-chairs, Paul G. Kirk Jr. and Frank J. Fahrenkopf Jr., remarked that the panel benefitted from similar symposiums held after the 1988 and 1992 elections. A 1992 study involved focus groups of 625 voters in 18 cities and led to the format recommendations used in 1996. The 1992 research also provided the basis for DebateWatch '96, the Commission's national voter education program which last fall gathered citizens in schools, civic auditoriums, hotels, theaters and private homes to watch, discuss and evaluate the televised presidential debates.

- more -

"We are grateful to The George Washington University for offering to host a symposium which will bring experts together to discuss lessons from the 1996 debates and ways to improve future debates," said Kirk and Fahrenkopf.

As coordinator of local efforts for DebateWatch '96, GW hosted groups of students, faculty, staff and community members for each of the two presidential debates and the vice presidential debate. The 1996 DebateWatch programs involved more than 130 national and educational organizations and were sponsored in all 50 states as well as overseas.

"We look forward to a robust and enthusiastic discussion of the many serious issues which are at the heart of our nation's debates and which will certainly carry into the 21st century," said Christopher Arterton, dean of GW's Graduate School of Political Management. "Students and faculty at GW are excited about our continuing role in this process. We all have a lot to learn and think about."

For further information, please contact Janet Brown, executive director, Commission on Presidential Debates, at (202) 872-1020.

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FOR IMMEDIATE RELEASE

September 16, 1997

MEDIA CONTACT: Audra Garling

(202) 994-6467

**GW TO HONOR WASHINGTON JOURNALISM LEGEND
CHARLES W. PUFFENBARGER WITH MEMORIAL TRIBUTE**

Carl Bernstein to deliver keynote address at National Press Club on Sept. 26

EVENT: The George Washington University School of Media and Public Affairs will dedicate its celebration of Journalism education at GW to the late Professor Charles W. Puffenbarger, who enriched the program for 24 years. This event will trace the history of GW Journalism education and Puffenbarger's distinguished career as they developed amidst campus, national and world events. The program is hosted by the GW School of Media and Public Affairs Journalism Program.

WHEN: Friday, Sept. 26, 1997
4-5 p.m.

WHERE: The National Press Club
1st Amendment Lounge
1400 F Street, NW

Background:

An editor at *The Washington Star* and *The Washington Post*, president of the Washington Newspaper Guild and, most recently, an associate professor of journalism at The George Washington University School of Media and Public Affairs, the late Charles W. Puffenbarger will be remembered for his dedication to journalism and the mentoring he provided to many students who have established notable careers in journalism. Puffenbarger, or "Puff" as friends fondly referred to him, died of cancer on June 28, 1997 at the age of 70.

A native of Fairmont, West Virginia, "Puff" grew up in Cumberland, MD. While serving in the Army's public affairs unit in the Philippines during World War II, he became interested in journalism. He earned his masters of science degree in journalism from the University of Maryland in 1951 and his master's in American History from GW in 1964. He was a reporter for the *Virginian Pilot* in Norfolk and an Associated Press correspondent in Annapolis before he moved to

The Washington Evening Star as a reporter in 1956. There, he was promoted to principal assistant city editor. In 1969, he became assistant city editor of *The Washington Post's* Metro section and eventually moved to the Business section where he oversaw the creation of Washington Business, a weekly Post tabloid section. A member of the Washington journalism community for more than 40 years, "Puff" received the Washington chapter of the Society of Professional Journalist's Distinguished Service Award for local journalism.

Puffenbarger joined GW as an adjunct professor in 1973 after teaching at the University of Illinois, Urbana, from 1965-1969. In 1985, when he retired from *The Post*, he joined the faculty full-time. He taught courses in public affairs reporting, investigative and community journalism, copy editing and the popular "News Coverage in Washington" class which featured editors and reporters from around the nation as guest speakers.

**For more information, please contact Suzanne Clarke in GW's
School of Media and Public Affairs at (202) 994-4750.**

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FOR IMMEDIATE RELEASE
September 19, 1997

CONTACT: Karen Sibert or
Jennie Josephson
(202) 994-9023

**TECHNOLOGY REFORM IN HIGHER EDUCATION IS SUBJECT OF
NEW RESEARCH REPORT FROM GW**

WASHINGTON -- The Educational Resource Information Center (ERIC) Clearinghouse on Higher Education at The George Washington University has published a new report on the effects of new information and instructional technologies on higher education. The study, entitled, **"The Virtual Campus: Technology and Reform in Higher Education,"** is written by Gerald C. Van Dusen.

The virtual campus is a metaphor for the electronic teaching, learning, and research environment created by such diverse technologies as the Internet, World Wide Web, satellite delivered telecourses, scientific imaging software, virtual reality, and intelligent tutoring systems. These and other technologies have shifted the focus of education from the "sage on a stage" approach to more student-centered learning.

On the virtual campus, the lecturer becomes a facilitator, able to serve a more heterogeneous clientele with diverse educational backgrounds and needs. Critics of American higher education note that since World War II faculty have placed emphasis on research to the detriment of teaching and service. At a time when our culture demands the preparation of students for a competitive and volatile society, new forms of scholarship are needed.

With the use of technology growing in the workplace, the virtual classroom prepares students for future careers in ways that the traditional lecture format cannot. Traditionally, corporations offer on-the-job training to employees to fill the gap between formal education and technical competence. Institutions of higher learning must keep up with the rapid growth of the corporate education programs to keep the value of traditional certification high.

Van Dusen concludes that a shift in learning techniques can only occur in institutions committed to comprehensive reform. Since higher education continues to be market driven, academics

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and administrators must redouble their efforts to define academic productivity. To ensure that higher education in this country remains competitive, Van Dusen recommends avoiding pitting traditionalists against technology enthusiasts; retaining a strong commitment to adequate library staffing and funding; and collaborating to create necessary support structures for success.

"The Virtual Campus: Technology and Reform in Higher Education," is Volume 25, No. 5 of the Higher Education Report Series from the Association for the Study of Higher Education (ASHE) -ERIC Clearinghouse on Higher Education. The ERIC Clearinghouse on Higher Education is a sponsored project of The George Washington University's Graduate School of Education and Human Development.

The monograph is available for \$24.00 from ASHE-ERIC Higher Education Reports, The George Washington University, One Dupont Circle, NW, Suite 630, Washington, D.C., 20036-1183. Copies for review by the educational press are available upon request from Cherri Wright at ERIC by phone: (202) 296-2597 or email: cwright@eric-he.edu. Visit our website at www.gwu.edu/~eriche.

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